

# Media Relations for Public Affairs Professionals




This course is designed to help newer public or government affairs professionals. Our media training explores essential skills to help maximize your message in the Washington media environment. Instruction includes hands-on exercises, an overview of key media players, basic message development, and effective press release and media kit preparation.

Students then put everything together to form a powerful communications plan involving both the Internet and traditional message distribution. Students also gain a core understanding of basic crisis communication planning.

*Leadership Competencies emphasized in this course:*

Creativity and Innovation • External Awareness • Flexibility  
Strategic Thinking • Political Savvy • Written Communication  
Interpersonal Skills • Technology Management • Partnering

 This is an elective course for the Certificate in Communication and Advocacy.

## Topics

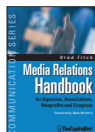
- How the Media Works and How to Work the Media
- Developing Your Basic Message
- How to Develop an Effective Press Release and a Complete Media Kit
- Putting the Pieces Together for a Communications Plan

Our media training is available for custom on-site training on GSA Advantage® as a 1- to 4-day program, and can include extensive practical exercises and one-on-one feedback.

Contact us for details:  
703-739-3790, ext. 112.



 Approved for .7 CEUs from George Mason University.



Course materials include the Training Edition of the *Media Relations Handbook for Agencies, Associations, Nonprofits and Congress*, by Bradford Fitch.

## Time and Date

8:30 am to 4:30 pm

- October 16, 2012

See web site for course location in Washington, DC.

**Registration Fee: \$495**

To register, fax or mail completed registration form on inside back cover, or online.

**“One of the best seminars I have attended. Enough information to give head start in preparing the agency’s strategic plan.”**

**“An outstanding day of instruction. Useful in every facet of my job.”**

*Public Affairs Specialist, USDA*

**“Great speakers, excellent materials.”**

*Media Relations Manager, national association*

**“Excellent, very practical.”**

**“This opened my eyes to new ways to attracting media attention that I will actively pursue.”**

*Program Coordinator, national association*

## Related Training:

- Advanced Media Relations Workshop
- Writing for Government and Business: Critical Thinking and Writing
- Effective Briefings
- Preparing and Delivering Congressional Testimony
- Speechwriting: Preparing Speeches and Oral Presentations
- Writing to Persuade

# Express Registration and Order Form

Please make photocopies for additional registrations and orders.

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or Audio Course on CD

Item Code (if any) Quantity Price Each Price

Course, Publication, or Audio Course on CD	Item Code (if any)	Quantity	Price Each	Price

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## Method of payment

*(Registration and any applicable administrative fees must be paid in full to attend a course.)*

- Check** Make checks payable to: The Capitol.Net, Inc.  
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 SAN: 853-0513

Questions: **703-739-3790**  
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**Alexandria, VA 22313-5706**  
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web

# Courses

## Advanced Media Relations Workshop

As a public affairs professional, you need to continually assess your communications strategies. Have you updated your media campaigns? Are you using social media sites and the Internet to their full advantage? Do you have a crisis communications plan in effect? Are you—and your principal—ready for interviews?

This two-day course addresses some of the most important challenges faced by public affairs professionals. Our faculty discuss:

- How to balance limited resources with the need to update a communications strategy
- Figuring out where you are on the Internet adoption curve and adjusting your message and methods of communication accordingly
- The strategic use of social media
- Analytics and tracking
- Coordinating and preparing for interviews
- Preparing for and handling a crisis

Our Advanced Media Relations Workshop is geared toward practicing public relations professionals with at least three years' experience.

 *This is an elective course for the Certificate in Communication and Advocacy.*

### Topics

#### Day One

- Advanced Media Relations: Balancing Your Resources, Your Office, and the Media
- The Evolving Internet: What This Means for the Public Affairs Professional
- The Public Affairs Professional's Toolkit
- Attendee Best Practices Session

#### Day Two

- Coordinating and Preparing for Interviews: How to Deal with the Media Hog and the Media Mouse
- Preparing for the Crisis: The Crisis Communications Plan
- Selecting the Right Media Spokesperson
- Selecting a Media Center
- What to Do When a Crisis Occurs
- Types of Communications Crises in Public Affairs and How to Handle Them
- Simulation Exercise



1.2 CEU

Approved for 1.2 CEUs from George Mason University.



Course materials include the Training Edition of the *Media Relations Handbook for Agencies, Associations, Nonprofits and Congress*, by Bradford Fitch.

### Time and Date

8:30 am to 4:00 pm both days

- October 17–18, 2012

See web site for course location in Washington, DC.

**Registration Fee:** \$995

To register, fax or mail completed registration form on inside back cover, or online.

**“It was valuable across the board. The strategy aspects of each speaker’s presentation were particularly helpful. I will better be able to anticipate issues and develop communication plans.”**

*Workshop Attendee, DoD/DSCA*

**“Gave me more information in one day than I could’ve gotten in a year on my own. This course gave me new tools to help me focus my agency’s messages.”**

*Workshop Attendee, DSCA*

**“Complicated info was broken down very easily.”**

*Workshop Attendee, international organization*

**“Well worth my time.”**

*Director of Education, national association*

**“[Most useful aspect was] finding out how online media is changing and the new ways to use it in P.R.”**

*Public Affairs Specialist, USDA Food and Nutrition Service*

### Related Training:

- Writing for Government and Business: Critical Thinking and Writing
- Effective Briefings
- Speechwriting: Preparing Speeches and Oral Presentations
- Media Relations for Public Affairs Professionals
- Writing to Persuade